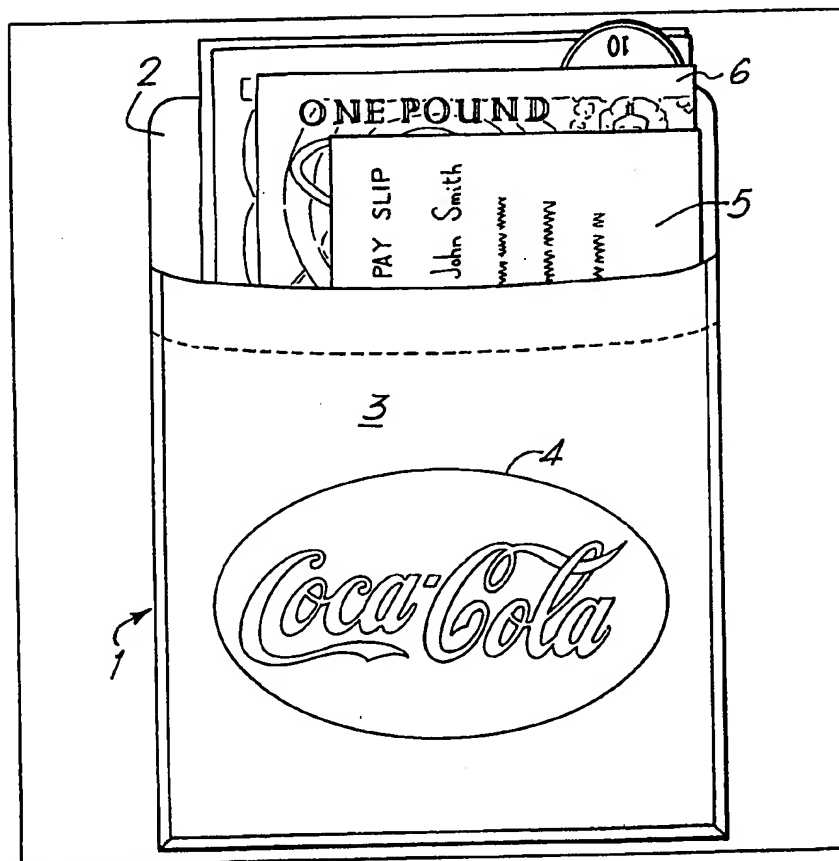


(12) UK Patent Application (19) GB (11) 2 070 561 A

- (21) Application No 8007508  
(22) Date of filing 5 Mar 1980  
(43) Application published  
9 Sep 1981  
(51) INT CL<sup>3</sup>  
B65D 27/00  
(52) Domestic classification  
B8K 2K1 X  
(56) Documents cited  
GB 1365240  
GB 1112769  
GB 1072696  
GB 383748  
GB 343210  
(58) Field of search  
B8K  
(71) Applicants  
Envelope Publicity  
Limited, 5th Floor, St.  
Martins House, Bull Ring,  
Birmingham 5  
(72) Inventor  
John David Bolton  
(74) Agent  
Laurence Shaw, 23  
Greening Drive,  
Edgbaston, Birmingham  
B15 2XA

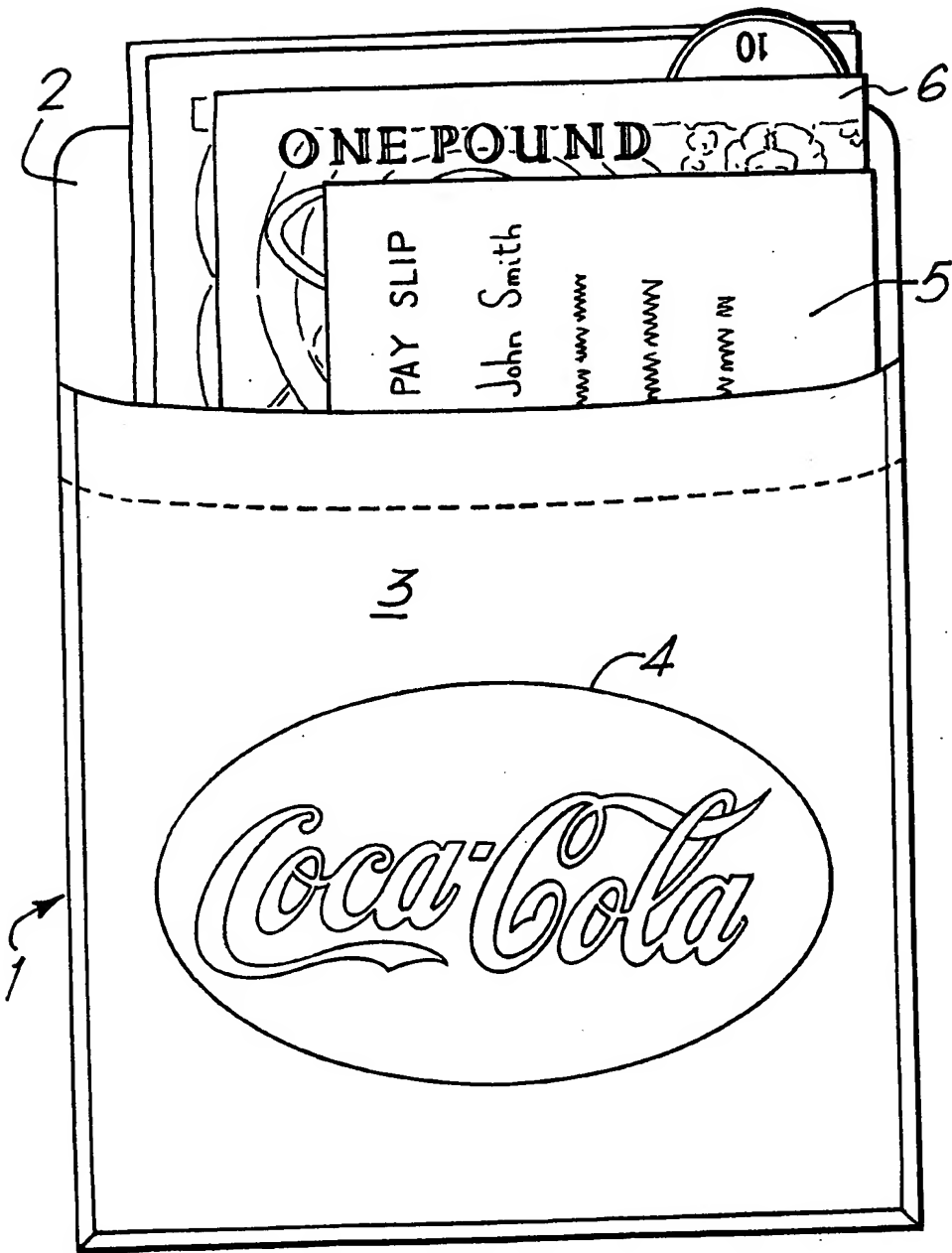
(54) Container for money

(57) A money container, preferably a wage packet, has advertising matter on one side, preferably printed.



GB 2 070 561 A

1/1



# SPECIFICATION Money containers

The invention relates to containers of money and especially to expendable containers of money, a preferred example of which is a wage packet.

It is an object of the invention to provide a container of money adapted to draw the attention of the recipient of the container to an opportunity to spend some of the money housed therein, especially when the container is first presented to the recipient.

According to the invention, there is provided a container of money in which a side of the container bears an advertisement.

Most preferably the container is expendable i.e. it serves merely to transport a predetermined amount of money and is then discarded. In its simplest form the container may be a band of paper about a number of bank notes; it may also be a paper envelope such as a wage packet or it may be a plastics bag used to dispense or present coins at a bank.

The advertisement may convey a message to induce the recipient to spend money on his needs or those of others. For example, in the case of wage packets to be distributed in hot summer months it may be an advertisement for a thirst-quenching soft drink or beer. It may be an advertisement for charity, in which case the container may be used to transmit the donation. In prewinter months the advertisement may have a health or hygiene and non-financial purpose e.g. HAVE A 'FLU JAB. More than one advertisement may be present.

The advertisement may be applied to the container in any convenient form such as printing or the like. The other sides of the container may be left blank or they may bear printed matter e.g. the name of the recipient.

In a preferred form the invention provides a wage packet having on one side an advertisement inducing a purchase, the packet housing a pay slip and an amount of money.

The packet may have security features, windows and like known structures. In the case of a windowed envelope the advertisement may appear on the reverse face or on the item e.g. payslip displayed in the window.

In order that the invention may be well understood, it will now be described by way of example, with reference to the accompanying

diagrammatic drawing which shows an elevation of a partly opened wage packet.

The wage packet 1 comprises a paper envelope having a lid 2 sealable to the envelope body 3. On one side, the front as shown, there is printed the COCA COLA emblem 4, and on the reverse, not shown, there is printed the name, department and payroll number of the recipient.

The envelope contains the usual pay slip 5 and some banknote and coin money, 6. When the employee receives his wage packet on a hot summer's day and opens it to examine the pay slip and pocket the money, his attention is drawn to the COCA COLA emblem and he is thereby reminded of this particular brand of soft drink to satisfy his thirst.

## CLAIMS

1. A container for money, in which a side of the container bears an advertisement.

2. A container according to Claim 1, in which the container is expendable.

3. A container according to Claim 1 or 2, comprising a band of paper adapted to be disposed about a number of bank notes.

4. A container according to Claim 1 or 2 comprising a paper envelope or plastic bag.

5. A container according to any preceding claim in which the advertisement conveys a message to induce the recipient to spend money on his needs or those of others.

6. A container according to Claim 5, in which the advertisement is for a thirst-quenching soft drink or beer.

7. A container according to Claim 5, in which the advertisement is for a charity.

8. A container according to Claim 5, in which the advertisement has a health or hygiene message.

9. A container according to any preceding claim, in which the advertisement is applied to the container by printing.

10. A container according to any preceding claim, comprising a wage packet having on one side an advertisement inducing a purchase, the packet housing a pay slip and an amount of money.

11. A container substantially as described herein.

12. A wage packet substantially as described with reference to the drawing.